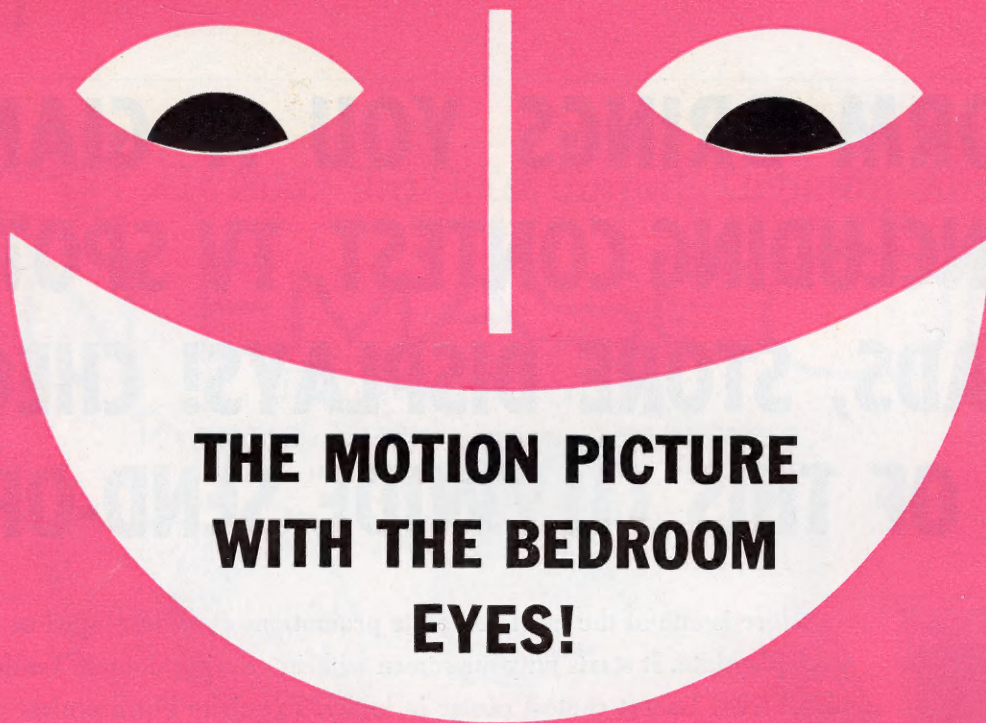


Pssst!  
Look inside for  
the scintillating  
teasers that  
use this art  
symbol!



THE MOTION PICTURE  
WITH THE BEDROOM  
EYES!

"One of the  
side-busters  
of the  
season!"

—Archer Winsten,  
New York Post

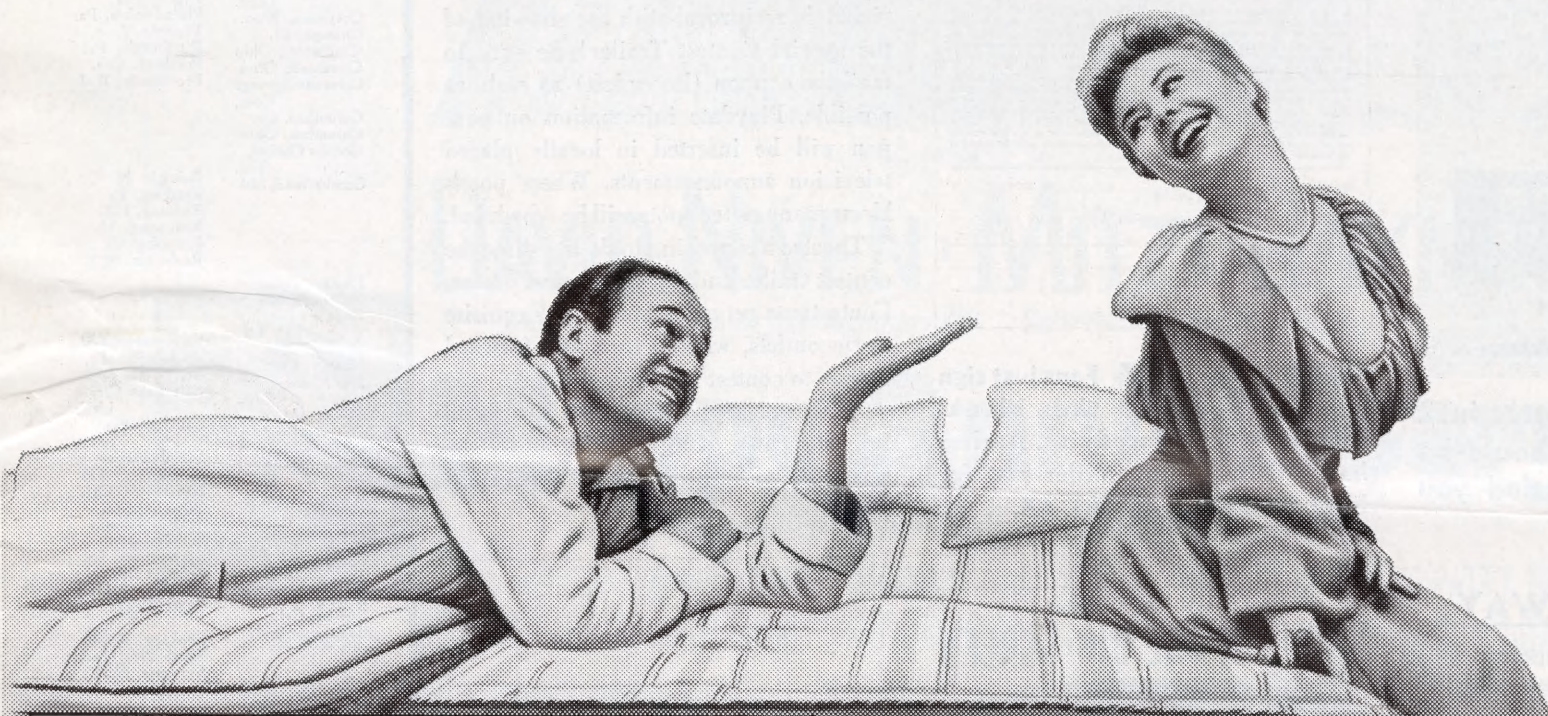
"Slick, hilarious."  
—Time Magazine

A HILARIOUS STORY OF TOGETHERNESS  
BEFORE AND AFTER MARRIAGE!.....

A funny thing  
happened to  
them on the way  
to the preacher  
...they took  
a short cut!

And a  
funny thing will  
happen to you  
when you meet  
the man  
dedicated  
to the  
proposition  
...and the  
woman  
who believes in  
equal nights!

"They understand these  
things and accept them  
much better in France..."



DAVID NIVEN MITZI GAYNOR

\*All names and places have been changed to protect the not-so-innocent...

FIELDS PRODUCTIONS Presents  
**Happy Anniversary**

co-starring CARL REINER • LORING SMITH • MONIQUE VAN VOOREN • PHYLLIS POVAH and PATTY DUKE  
Screenplay by JOSEPH FIELDS and JEROME CHODOROV • Based on their play "Anniversary Waltz" • Music by SOL KAPLAN and ROBERT ALLEN  
Songs: "I Don't Regret A Thing" and "Happy Anniversary" • Music by ROBERT ALLEN • Lyrics by AL STILLMAN • Directed by DAVID MILLER  
Produced by RALPH FIELDS • A Fields Productions, Inc. Presentation Released thru UNITED ARTISTS

THE FIRST COMEDY  
FILMED IN  
**SIN\*ASCOPE**  
THE MOST EXCITING  
PROCESS EVER INVENTED

T H E A T R E

6 Cols. x 135 Lines—810 Lines (58 Inches)

Mat 601

NOW SEE HOW SOLIDLY YOUR PLAYDATE CAN  
BE SOLD WITH UNITED ARTISTS SHOWMANSHIP!!



# EXQUISITE FORM BRINGS YOU A GIANT PROMOTION INCLUDING CONTEST, TV SPOTS, NEWSPAPER ADS, STORE DISPLAYS! CHECK EVERY ANGLE OF THIS CITYWIDE SEND-OFF!

**A Happy Anniversary Coming Up?? Then This Is For You!!**

**WIN ONE OF 3 FABULOUS HOLIDAYS IN HOLLYWOOD** to celebrate your own **Happy Anniversary**

3 National Winners Will Go By Air or Train to Fabulous Filmland As Guests of Exquisite Form and The Producers of Happy Anniversary. Each Will Receive A One-Week, Once-In-A-Lifetime, All-Expenses-Paid Vacation in Hollywood!

**FREE ENTRY BLANKS** at any store selling the Exquisite Form

**Nothing to do! Nothing to buy!**

So simple, you can win if you can sign your name!

CONTEST ENDS MAY 30, 1960

This Contest Inspired by the Hilarious Comedy Hit **Happy Anniversary** starring **DAVID NIVEN MITZI GAYNOR**

IN-SCOPE

**CONTEST 1-SHEET** This poster in 2 colors should be displayed in lobby during period you show the trailer. It's FREE!

## STAGE CONTEST THIS WAY:

1. Contact local Exquisite Form retail outlets including leading department stores to set up cooperative effort.
2. Arrange for exhibition of contest trailer and display of contest poster in your theatre. **IMPORTANT! As soon as tie-up is set, mail the coupon below or wire information requested in coupon!**
3. Store or stores agree to a schedule of newspaper ads (see right).
4. Stores arrange for sufficient entry blanks to be on hand. Mat for printing entry blanks locally will be forwarded free with contest trailer.
5. Stores arrange for window and floor displays touting contest—and your playdate.
6. At end of contest, store mails all entries to Contest Headquarters. A special self-addressed envelope for this purpose will be supplied to store.
7. As soon as coupon is received the locally scheduled TV spot campaign will be edited to include your theatre name and playdate following filmed commercial.
8. Any questions concerning this promotion in your town should be sent to: Special Events Dept., United Artists, 729 7th Ave., N. Y., N. Y.

Special Events Dept.  
United Artists Corp.  
729 7th Ave., N. Y., N. Y.

Please rush Exquisite Form—"Happy Anniversary" Contest Trailer, Contest 1-Sheet and Entry Blank Mat.

Playdate from ..... to .....

I agree to feature the contest trailer on my screen from ..... to ..... and display the poster in my lobby.

Exquisite Form will include this playdate information on locally scheduled TV spot announcements.

Theatre .....

City ..... State.....

Here is one of the most complete promotions ever developed to set up your playdate. It starts on your screen with interesting Contest Trailer . . . plus FREE 1-sheet contest poster in lobby. Exquisite Form outlets pick it up from there with citywide distribution of contest blanks, window displays, newspaper ads and day-after-day TV spots! Ads and spots **all advertise your theatre and playdate!**

**OFFICIAL ENTRY BLANK**

**Exquisite Form**

**Happy Anniversary**

**CONTEST**

WIN ONE OF 3 FABULOUS HOLIDAYS IN HOLLYWOOD!

Free Transportation! One Week in Filmland! All Expenses Paid!

**CONTEST RULES**

1. Fill in the information requested below and sign the entry. Only one entry may be submitted by any one person.
2. Your entry blank will be forwarded by the participating store to contest headquarters. The three national winners will be selected from among all entries received nationally. Drawing of winners' entries will be made by a prominent Hollywood personality.
3. Each of the 3 winners will receive free transportation by air or train to and from Hollywood, California. In addition, each winner will receive hotel accommodations for one week and all expenses.
4. Contest ends May 30, 1960. Prize trips must be completed before August 30, 1960.
5. Any person 18 years of age or older residing in the United States may enter except employees of participating sponsors, dealers, stores or theatres.
6. Decision of the judges is final. No entries will be returned. All entries become the property of United Artists Corp. In no event will awards have cash surrender value. Awards are not transferable.
7. This contest void in any city or state where such contests are expressly prohibited by law.

NAME ..... AGE .....

(PLEASE PRINT)

ADDRESS .....

Signature .....

SALES CLERK'S NAME .....

STORE NAME .....

CITY & STATE .....

**ENTRY BLANK** Fans just sign the blank, shown here in reduced size. Dealers have blanks; if not, order mat for local printing . . . **MAT 3X.**

## NOW! ON THE BIG SCREEN

You saw it on your TV screen . . .

**JUST A'JUST** by Exquisite Form

Imagine Exquisite Form's amazing new Just A'Just Bra is featured in an exciting new Hollywood movie! It's the United Artists release, "HAPPY ANNIVERSARY," starring DAVID NIVEN and MITZI GAYNOR.

We won't spoil your fun by telling you what happens when David and Mitzi are introduced to Just A'Just. You'll want to find out for yourself when you see the movie. See adjustable JUST A'JUST—the bra that adjusts to fit just you . . . at our store.

And see "HAPPY ANNIVERSARY" . . .

(name of lot) .....

(get date from) .....

see "HAPPY ANNIVERSARY" with David Niven and Mitzi Gaynor at ..... starting and featuring Exquisite Form's JUST A'JUST BRA in one of the picture's most hilarious scenes.

WIN A FREE "HAPPY ANNIVERSARY" WEEK IN HOLLYWOOD as a guest of Exquisite Form. Stars! Night Life! All the sparkling glamour of Hollywood can be yours for a week! Just enter the Exquisite Form "Happy Anniversary" Hollywood Contest. Nothing to buy . . . nothing to fill in but your name and address! STOP IN TODAY FOR YOUR FREE ENTRY BLANK

WIN A FREE "HAPPY ANNIVERSARY" WEEK IN HOLLYWOOD as a guest of Exquisite Form! You have a chance to win a glamorous week in the plush settings of Hollywood's hotels, restaurants and clubs. Nothing to buy . . . no forms to fill out. Just enter your name on a free entry blank . . . stop in today and get yours at

**STORE NAME** .....

## STORE ADS IN EVERY CITY!

This ad in 2-column and 3-column sizes is now at all retail stores. Ads include theatre and playdate copy, plus contest information. The inset shown here is a slug in several sizes to be added to the retailers' regular newspaper ads.

If store does not have these mats, write for them to: Special Events Dept., United Artists.

## FREE CONTEST TRAILER!

This 80-second screen trailer offers an entertaining presentation of the exciting contest and the fabulous prizes! Trailer directs your audience to see the details of the contest on your lobby 1-sheet poster. Start trailer as early as possible; while it's on your screen there will be TV announcements with your playdate on the air! Use coupon at left to order trailer. It's FREE!

## TV SPOTS IN THESE CITIES

- |                         |                       |
|-------------------------|-----------------------|
| Albany, N.Y.            | Macon, Ga.            |
| Albuquerque, N. M.      | Manchester, N. H.     |
| Amarillo, Texas         | Memphis, Tenn.        |
| Anderson, S.C.          | McKeesport, Pa.       |
| Ardmore, Okla.          | Miami, Fla.           |
| Asheville, N.C.         | Milwaukee, Wisc.      |
| Atlanta, Ga.            | Minneapolis, Minn.    |
| Atlantic City, N. J.    | Minot, N. D.          |
| Austin, Minn.           | Mobile, Ala.          |
| Austin, Texas           | Modesto, Cal.         |
|                         | Monterey, Cal.        |
|                         | Montgomery, Ala.      |
|                         | Muncie, Ind.          |
| Baltimore, Md.          |                       |
| Baton Rouge, La.        |                       |
| Billings, Mont.         |                       |
| Binghamton, N. Y.       |                       |
| Birmingham, Ala.        | Nashville, Tenn.      |
| Bluefield, W. Va.       | New Orleans, La.      |
| Boston, Mass.           | New York, N.Y.        |
| Bridgeport, Conn.       | Norfolk, Va.          |
| Brunswick, Ga.          |                       |
| Buffalo, N. Y.          |                       |
|                         | Ocala, Fla.           |
|                         | Omaha, Nebr.          |
|                         | Orlando, Fla.         |
| Carlsbad, N. H.         |                       |
| Cedar Rapids, Iowa      |                       |
| Charleston, W. Va.      | Parkersburg, W. Va.   |
| Charleston, S.C.        | Pensacola, Fla.       |
| Charlotte, N.C.         | Peoria, Ill.          |
| Chattanooga, Tenn.      | Philadelphia, Pa.     |
| Cheyenne, Wyo.          | Phoenix, Ariz.        |
| Chicago, Ill.           | Pittsburgh, Pa.       |
| Cincinnati, Ohio        | Portland, Ore.        |
| Cleveland, Ohio         | Providence, R. I.     |
| Colorado Springs, Colo. |                       |
| Columbus, Ga.           |                       |
| Columbus, Ohio          |                       |
| Corpus Christi, Tex.    |                       |
| Cumberland, Md.         | Raleigh, N. C.        |
|                         | Reading, Pa.          |
|                         | Redding, Cal.         |
|                         | Richmond, Va.         |
|                         | Roanoke, Va.          |
|                         | Rochester, N.Y.       |
| Dallas, Texas           |                       |
| Dayton, Ohio            |                       |
| Daytona Beach, Fla.     | Sacramento, Cal.      |
| Decatur, Ala.           | St. Joseph, Mo.       |
| Denver, Colo.           | St. Louis, Mo.        |
| Des Moines, Iowa        | Salt Lake City, Utah  |
| Detroit, Mich.          | San Antonio, Texas    |
| Dover, Ohio             | San Francisco, Cal.   |
| Duluth, Minn.           | San Diego, Cal.       |
|                         | Scranton, Pa.         |
|                         | Seattle, Wash.        |
|                         | Sedalia, Mo.          |
|                         | Shreveport, La.       |
|                         | Sioux City, Iowa      |
|                         | Spartanburg, S. C.    |
|                         | Spokane, Wash.        |
|                         | South Bend, Ind.      |
|                         | Syracuse, N. Y.       |
| Easton, Pa.             |                       |
| Eldorado, Ark.          |                       |
| Elmira, N. Y.           |                       |
| Erie, Pa.               |                       |
| Eureka, Cal.            |                       |
| Evansville, Ind.        |                       |
|                         | Tampa, Fla.           |
|                         | Toledo, Ohio          |
|                         | Topeka, Kan.          |
|                         | Tucson, Ariz.         |
|                         | Tulsa, Okla.          |
|                         | Tyler, Texas          |
| Galveston, Texas        |                       |
| Grand Forks, N. D.      |                       |
| Greenville, S.C.        | Utica, N. Y.          |
|                         |                       |
|                         | Valdosta, Ga.         |
| Harlingen, Texas        |                       |
| Harrisburg, Pa.         |                       |
| Hartford, Conn.         |                       |
| Honolulu, Hawaii        | Washington, D. C.     |
| Houston, Texas          | Washington, N. C.     |
|                         | Waterbury, Conn.      |
|                         | Waycross, Ga.         |
|                         | West Monroe, La.      |
| Indianapolis, Ind.      | West Palm Beach, Fla. |
|                         | Wheeling, W. Va.      |
| Jackson, Mich.          | Wichita, Kansas       |
| Jackson, Miss.          | Wichita Falls, Texas  |
| Jacksonville, Fla.      | Williamsport, Pa.     |
| Jamestown, N.Y.         | Wilmington, Del.      |
|                         | Winston-Salem, N. C.  |
|                         | Worcester, Mass.      |
| Lafayette, Ind.         |                       |
| Lake Charles, La.       |                       |
| Lancaster, Pa.          | York, Pa.             |
| Las Vegas, Nev.         | Yuma, Ariz.           |
| Lawton, Okla.           | Youngstown, Ohio      |
| Lexington, Ky.          |                       |
| Lincoln, Neb.           |                       |
| Little Rock, Ark.       |                       |
| Lock Haven, Pa.         |                       |
| Los Angeles, Cal.       |                       |
| Louisville, Ky.         |                       |
| Lufkin, Texas           | Zanesville, Ohio      |

NOTE: This list is subject to revision. To check on availability in your town, write to: Special Events Dep't, United Artists, 729 7th Ave., N. Y.



At last! The First Comedy Actually Filmed  
in  
**SINEMASCOPE**  
The Most Exciting  
Process Ever Invented!



FIELDS PRODUCTIONS Presents

**DAVID NIVEN · MITZI GAYNOR**

*in a story of togetherness...before and after marriage!*

"They understand  
these things and  
accept them much  
better in France..."



**Happy Anniversary**

*The Motion Picture Dedicated To The Proposition!*

co-starring

CARL REINER · LORING SMITH · MONIQUE VAN VOOREN · PHYLLIS POVAH and PATTY DUKE

Screenplay by JOSEPH FIELDS and JEROME CHODOROV · Based on their play "Anniversary Waltz" · Music by SOL KAPLAN and ROBERT ALLEN

Songs: "I Don't Regret A Thing" and "Happy Anniversary" Music by ROBERT ALLEN · Lyrics by AL STILLMAN · Directed by DAVID MILLER · Produced by RALPH FIELDS

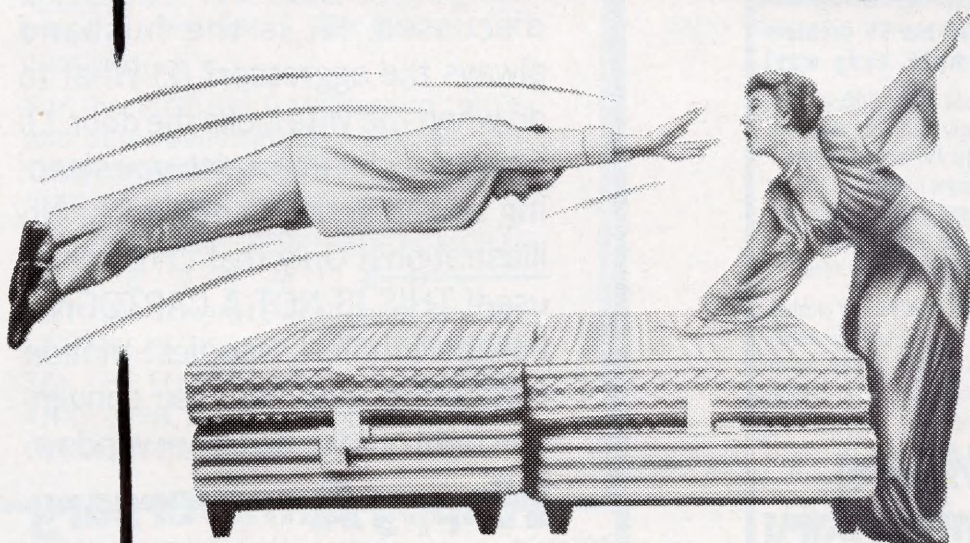
A Fields Productions, Inc. Presentation · Released thru UNITED **UA** ARTISTS

T H E A T R E

5 Cols. x 139 Lines—695 Lines (50 Inches)

Mat 501

**It Takes Two To Tango!**



And it takes two to tangle...in the funniest picture  
about "togetherness" since Eve bit the apple...and  
Adam bit the bait! **"Happy Anniversary"**

3 Cols. x 65 Lines—195 Lines (14 Inches)

Mat 304

**TEASER  
ADS!**

◀ **Here Is One of A Variety  
of Sensational Teasers...**  
**More On Next Pages** ▶▶

PAGE 3



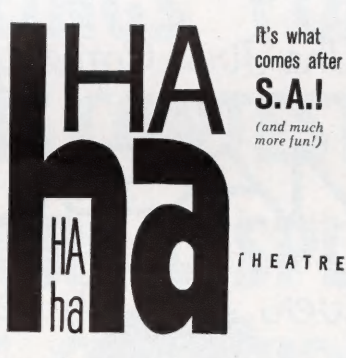


It's what comes after **S.A.!**  
(and much more fun!)

THEATRE

2 Cols. x 80 Lines—160 Lines (11 Inches) Mat 219

**NOTE:** These striking HA teasers were designed to include opening day. Therefore insert opening day in full (WEDNESDAY) or abbreviated (WED.) in spaces indicated alongside ads by arrow and "DAY."

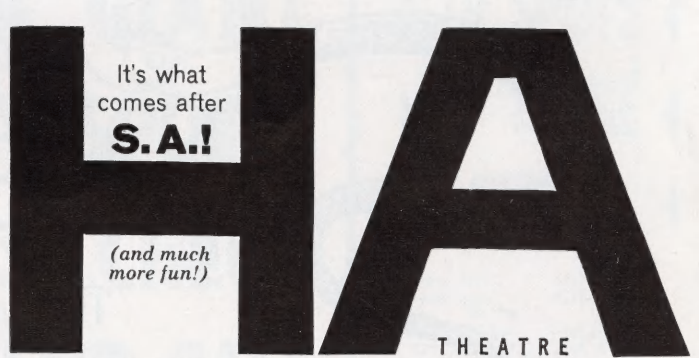


It's what comes after **S.A.!**  
(and much more fun!)

THEATRE

DAY →

1 Col. x 24 Lines (11½ inches) Mat 113




It's what comes after **S.A.!**  
(and much more fun!)

THEATRE

DAY →

2 Col. x 25 Lines—50 Lines (4½ Inches)

Mat 217

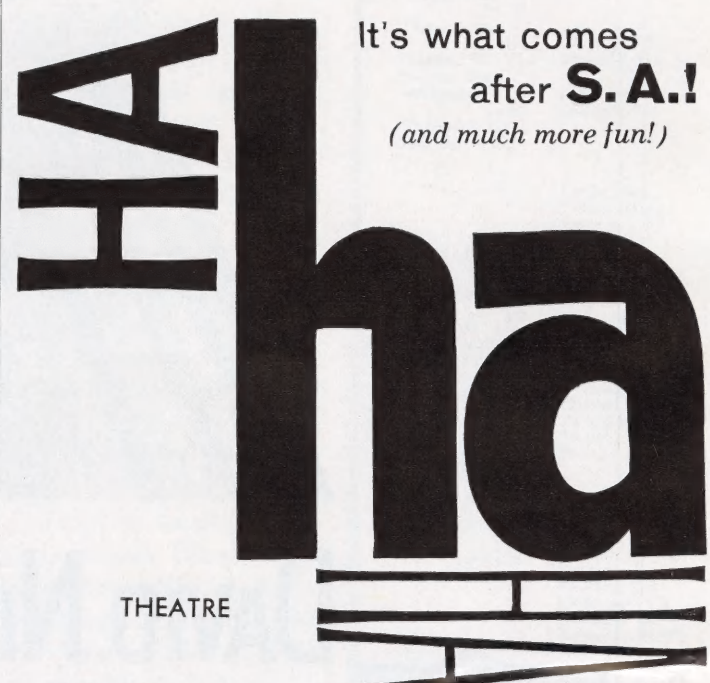


It's what comes after **S.A.!**  
(and much more fun!)

THEATRE

DAY →

1 Col. x 53 Lines (3½ Inches) Mat 114



It's what comes after **S.A.!**  
(and much more fun!)

THEATRE

DAY →

2 Cols. x 52 Lines—104 Lines (7½ Inches)

Mat 220



## Woman's Work is Never Done!

Chores! Chores! Chores! And when she's finally finished with the laundromat—home comes the autocrat!

For how one woman solved this pressing problem see the happiest picture of the year,

**Happy Anniversary**

2 Cols. x 91 Lines—182 Lines (13 Inches)

Mat 208

## PORTRAIT OF A HAPPY MAN



He solved his TV problem this simple, easy way!

"My wife and I were drifting apart. We no longer had that closeness. I couldn't get her away from the TV. Then one night I nibbled at her ear and suggested a night out. She said she had to see the late show. That's when I got my wonderful idea."

Now you can solve your TV problem. Simply fix your TV set (see above), then go to see the funniest picture that ever told you how to channel your natural urges.

**Happy Anniversary**

1 Col. x 84 Lines (6 Inches) Mat 107

## How To Achieve Happiness Though Married

Answered in 106 delightful minutes of motion picture entertainment. All questions frankly discussed. (1) Is the husband always the aggressor? (2) What to do when the wife locks the door. (3) When the children catch you sleeping on the sofa. No drawings! No illustrations! Only real LIVE actors used! THIS IS NOT A CARTOON—but the funniest, happiest motion picture that ever bounced convention right out the bedroom window.

**Happy Anniversary**

2 Cols. x 89 Lines—178 Lines (13 Inches)

Mat 210



It's what comes after **S.A.!**  
(and much more fun!)

**ha HA**

THEATRE

1 Col. x 36 Lines (2½ Inches)  
Mat 110

DAY

A motion picture dedicated to  
*the proposition!!!*

\*...and the hilarious results when the bride-to-be says "I do!"

THE MOTION PICTURE WITH THE BEDROOM EYES!

THEATRE

**Happy Anniversary**

2 Cols. x 51 Lines—102 Lines (7 Inches)

Mat 216

**NOTE:** Use the art device of the roving eyes as seen in this group of teasers for sniping on all posters, displays, window posters, etc. For lobby, make shadow box and have eyes cross from side to side.

**Happy Anniversary** UA

THE FIRST COMEDY ACTUALLY FILMED IN

**SIN-ASCOPE**

THE MOST EXCITING PROCESS EVER INVENTED

2 Cols. x 25 Lines—50 Lines (4½ Inches)

Mat 211

THE MOTION PICTURE WITH THE BEDROOM EYES!

THEATRE

**ha HA**

It's what comes after **S.A.!**  
(and much more fun!)

THEATRE

1 Col. x 38 Lines (2½ Inches)  
Mat 112

DAY

THE MOTION PICTURE WITH THE BEDROOM EYES!

THEATRE

**Happy Anniversary** UA

2 Cols. x 25 Lines—50 Lines (4½ Inches)

Mat 218

DAY

The First Comedy Actually Filmed In

**SIN-ASCOPE**

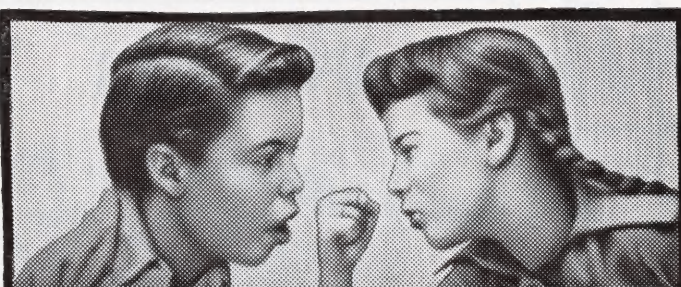
The Most Exciting Process Ever Invented!

2 Cols. x 26 Lines—52 Lines (3½ Inches)

Mat 215

The Motion Picture With The Bedroom Eyes!

THEATRE



**"Should children tell their parents about the facts of life?"...**

At what age should parents first be approached? Is it better to bring the matter up yourself or wait till they ask questions?

For the forthright answers to these and other penetrating questions, see **"Happy Anniversary"**. It fearlessly picks up where Hygiene 2 stops.

ALL THIS, AND MORE! MORE! MORE!

R E V E A L E D !

NOTHING TO WRITE FOR! NO PLAIN ENVELOPES TO RECEIVE! JUST COME AND SEE THE FUNNIEST MOTION PICTURE THAT EVER TOOK A LOOK AT LOVE... BEFORE AND AFTER MARRIAGE!

2 Cols. x 78 Lines—156 Lines (11 Inches)

Mat 209

It's all about

**TWO** **GETHERNESS!**

Before and after marriage!

UA

**Happy Anniversary**

THE MOTION PICTURE WITH THE BEDROOM EYES!

THEATRE

3 Cols. x 50 Lines—150 Lines (10½ Inches)

Mat 305

**Use All These Teasers  
All These Ways:**

Get extra mileage out of all three teaser campaigns by enlarging selected ads for posting in lobby and foyers weeks before playdate . . . by reprinting the copy teasers for posting as stickers around town . . . by plastering the "HA HA" teasers around a lobby speaker through which you play a laugh record.

★ **SEE TEASER AD 304 ON PAGE 3!**



# MERCEDES-BENZ

**Posters! Ads!  
Street Bally!  
Post Cards!**

The Mercedes-Benz 190SL roadster is seen throughout "Happy Anniversary." This is the basis of the extensive cooperation offered you by your Mercedes-Benz dealer, including huge window posters, newspaper advertising, direct mail and models of the car for display in lobby or for street parades.

Contact your local Mercedes-Benz dealer at the earliest to set up a cooperative promotion along the lines spelled out at right. All the promotion materials are available to the dealer if not already on hand.

Schedule the promotion to start at least two weeks ahead of playdate, with big ads breaking opening day and street bally on first days of run.



**HUGE WINDOW POSTER** in two colors has been supplied to all dealers. Shown here is a "rough"; correct model number of car is 190SL. Check dealer to display poster before and during run.



**NEWSPAPER ADS** up to 600 lines and 2-column and 3-column slug have been supplied in mat form to all dealers. Seen here is a "rough" of the 600-line ad.

## Here's What To Do:

1. Check Mercedes-Benz dealer to be sure he has posters and mats on hand.
2. Poster should go up as early as possible and remain on view throughout run.
3. Slugs should be added to all their newspaper advertising with special 600-line ad appearing opening day.
4. Each dealer has been supplied with at least 1000 post cards with personal message on back to be signed by dealer. These should be mailed by dealer.
5. Arrange for a street bally with pretty girls riding one or more Mercedes-Benz roadsters. Signs on sides of cars spotlight playdate.

MERCEDES-BENZ has supplied all materials described here to their hundreds of dealers across the country. For additional material or information concerning local dealers, write to:

**Mr. R. A. Baldwin, Mercedes-Benz Sales, Inc., South Bend 27, Indiana.**

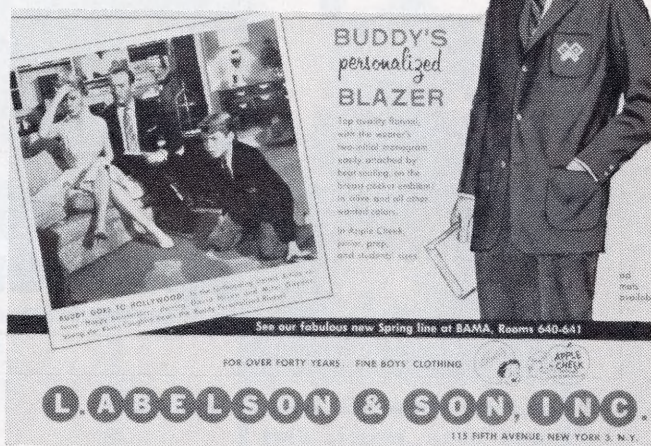
## BUDDY'S BLAZER TIE-UP TOPS FOR THE TEENERS!

Kevin Coughlin wears a Buddy Personalized Blazer in "Happy Anniversary." The handsome garment is manufactured by L. Abelson & Son, Inc., New York, and is sold in leading stores throughout the country.

The manufacturer has set up a campaign of trade advertising (see right) to acquaint the stores with the promotion and is supporting local promotions with newspaper ads and window and counter displays.

In addition, theatres should contact local dealers to offer a few blazers as prizes to teen-age boys for best letters telling about their own "happiest anniversaries" — school, birthday or special event.

**For information concerning dealers, write to: L. Abelson & Son, Inc., 115 Fifth Avenue, New York 3, N. Y.**



**THIS SCENE FROM "HAPPY ANNIVERSARY"** is the basis of the promotion. It is shown here in the trade campaign outlining the promotion to local boy's clothing stores and department stores. Use the still (HA-63 . . . at National Screen) to supplement window displays and newspaper ads available through the stores or manufacturer.

## TITLE SONG A HIT PROMOTION EXTRA!



**RECORD SLEEVE** in full color carries strong picture sell on back of record envelope.

"Happy Anniversary" is skyrocketing on the hit parade lists only weeks after release. The popular recording by the Four Lads on Columbia Records has a companion release from Kapp Records featuring the singing of Jane Morgan (K305).

The record releases are supported by sheet music editions from Korwin Music not only of "Happy Anniversary" but also "I Don't Regret A Thing" (see below).

Contact all music outlets, disc jockeys and hotel bands to feature the title song during your run. Also set up a juke box in lobby to play the two tunes continuously.

The title also makes it possible to display the records and sheet music in stores featuring "anniversary" gifts, such as florists, haberdashers, jewelers and bake shops.

## SHEET MUSIC!

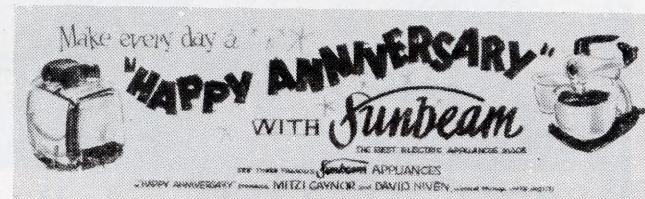
The two movie tunes, "Happy Anniversary" and "I Don't Regret A Thing" are available in music shops. Plan for window displays and newspaper ads, plus lobby displays. Publisher will provide FREE title sheets as needed.

**For information and title sheets, write to:**

**Mr. M. Stewart  
Korwin Music, Inc.  
1650 Broadway, N. Y. 19**



## SUNBEAM APPLIANCES



This window streamer is being supplied to all dealers for display during your run. Contact local outlets for placement of streamer, embellished with stills and posters from "Happy Anniversary."

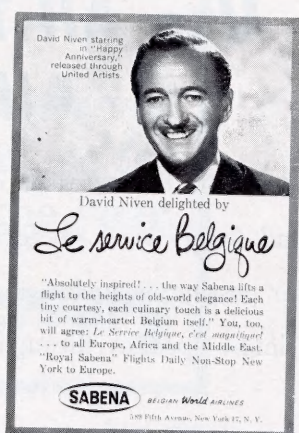


## PUROFIED COMFORTER

This double page newspaper ad stars Monique Van Vooren. Go for windows and counter cards, too.

## PEPSI-COLA DISPLAYS IN KEY CITIES!

Pepsi-Cola has made enlargements of one of the "Happy Anniversary" ads as a counter and rack display in all outlets selling Pepsi-Cola. Check local distributor of Pepsi for local coverage.

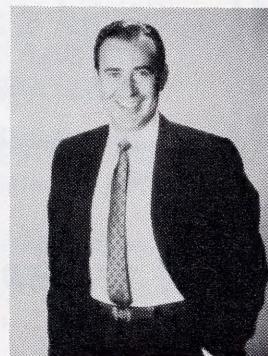


## SABENA STARS DAVID NIVEN

This ad appears in newspapers in over 20 cities day-and-date with openings of "Happy Anniversary." Follow through locally with window displays in all Sabena offices or in windows of local travel agencies.


## PIONEER BELTS

Pioneer Industries feature this photo of Carl Reiner in LIFE ad, counter cards and window streamers. Set up window displays in all stores featuring the Pioneer belts. Still HA-1X available at National Screen.





A HILARIOUS STORY  
OF TOGETHERNESS  
BEFORE AND AFTER  
MARRIAGE!



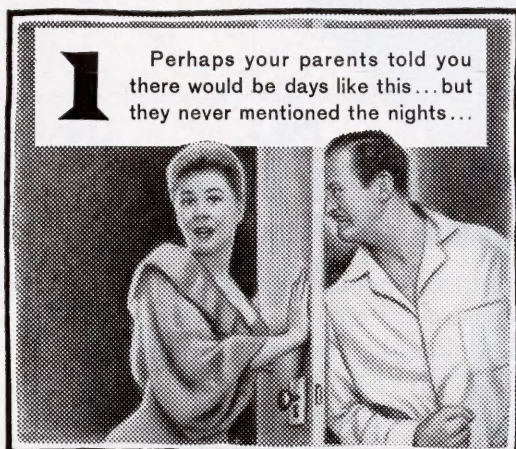
**DAVID NIVEN**  
**MITZI GAYNOR**  
**Happy Anniversary**  
The Motion Picture Dedicated  
To The Proposition!

THE FIRST COMEDY  
FILMED IN  
**SIN\*ASCOPE**  
THE MOST EXCITING  
PROCESS EVER INVENTED  
Released thru UNITED ARTISTS

T H E A T R E

1 Col. x 98 Lines (7 Inches)  
Mat 104

## HOW TO BE HAPPY THOUGH MARRIED!



Discover  
the  
four steps  
to  
marital  
bliss  
this  
easy,  
hilarious  
way!  
see



FIELDS PRODUCTIONS Presents

# Happy Anniversary

The Motion Picture Dedicated To The Proposition!

**DAVID NIVEN**  **MITZI GAYNOR**

co-starring  
CARL REINER • LORING SMITH • MONIQUE VAN VOOREN • PHYLLIS POVAH and PATTY DUKE  
Screenplay by  
JOSEPH FIELDS and JEROME CHODOROV • Based on their play "Anniversary Waltz" • Music by SOL KAPLAN and ROBERT ALLEN  
Songs: "I Don't Regret A Thing" and "Happy Anniversary" • Music by ROBERT ALLEN • Lyrics by AL STILLMAN • Directed by DAVID MILLER  
Produced by RALPH FIELDS • A Fields Productions, Inc. Presentation Released thru UNITED ARTISTS

THE FIRST COMEDY  
FILMED IN  
**SIN\*ASCOPE**  
THE MOST EXCITING  
PROCESS EVER INVENTED

T H E A T R E

4 Cols. x 155 Lines—620 Lines (44 Inches)

Mat 401

## ART STILLS

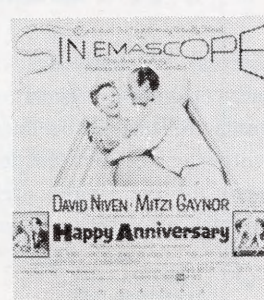
All the romance and comedy elements for ads, displays and tie-ups are available as 8 x 10 glossy stills. Check posters, too, for cut-out elements that are easily adaptable for displays.



HA-ART 1



HA-ART 2



HA-ART 3



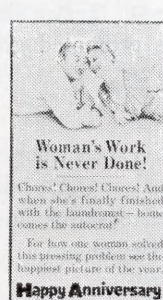
HA-ART 4



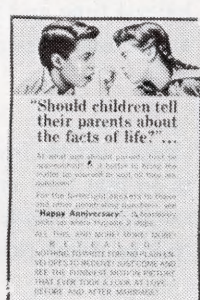
HA-ART 5



HA-ART 6



HA-ART 7



HA-ART 8

Order art stills by number from your National Screen Exchange.



# A Terrific Title For MERCHANDISING!

"Happy Anniversary" is an open sesame to every merchant's establishment in town. Stores always celebrate their anniversaries and the picture's title gives them a new, fresh angle with which to promote their wares. Basic approach is with the burgee shown below; if preferred, local signs with the same copy can be prepared.



They are 12" x 18", equipped with hanger and tassels. Only \$1.50 each; minimum order 12. Order direct from: National Flag Co., 43 West 21st St., New York, N. Y.

## EVERY STORE CAN DO THIS

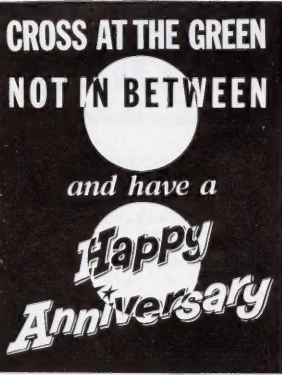
Stores, shopping centers or even chambers of commerce celebrate a "happy anniversary" as a salute to your playdate. Uniformity is effective, so use these excellent burgees in every window.

## THEATRE STREET CELEBRATES ITS OWN HAPPY ANNIVERSARY

Your theatre undoubtedly is on a main shopping street. Contact all stores or work through their association to set up a special HAPPY ANNIVERSARY WEEK as a salute to your playdate. Individually, each store features a Happy Anniversary Sale, with display material from the picture in their windows. Collectively, they take a newspaper ad announcing the street-wide sale and follow up with direct mail announcement describing the anniversary celebration. Theatre cooperates with screen and lobby credits for all participating merchants.

# A Sensational Title For EXPLOITATION!

The comedy, the blushing sauciness, the happy title . . . each is an open door to local excitement. The ideas suggested here are all easy to do and sure to please.



## SAFETY POSTERS

This poster with red and green circles was placed throughout the Times Square area with eye-stopping effectiveness. Try it locally. Police Department or Safety Council will cooperate in posting them at major traffic intersections.

## GO FOR A LAUGH-A-DAY . . . THESE WAYS!

Newspaper contest based on question: "Did you ever feel like kicking your television set in the tubes?" It's a hilarious opening for comment on TV watching. Use still of Niven kicking set, (HA-L-2D) available at National Screen.

\* \* \*

City Editor assigns someone to find local couple married exactly thirteen years ago as of date of your opening. Get interview on married life, family togetherness, bringing up kids, etc. Offer couple a night on the town as your guests.

\* \* \*

Man in carpenter's clothes carries cardboard replica of partly smashed bedroom door. On door is legend: "It happens in 'Happy Anniversary' at the Bijou!"

\* \* \*

Furniture store displays double and single bed sets in split window. Outside are two ballot boxes—for voting on which is more conducive to happy anniversaries. Add display of picture credits.

\* \* \*

"Blushometer" display . . . in lobby or store window. Show Panel with strips of red ranging from very pale pink to bright red. On pale pink copy reads: "You've discovered a run in your stocking." Others read: "You've just been kissed." . . . "Your shoulder strap broke" . . . and finally: "You've just seen 'Happy Anniversary'!"



GIMBELS, NEW YORK, placed this double-truck ad in leading tabloids, plus a single full page in standard newspapers, to celebrate New York's two big events—their own anniversary and the opening of the picture!

## LOOK FOR A DOUBLE CELEBRATION LOCALLY

If there is a department store or major manufacturer in town with an anniversary on deck, plan a similar double send-off. Naturally, ads were complemented with window and floor displays based on the same theme.

ALTERNATE: If no single store is available, plan a newspaper mast head for single or double page reading: "SEE HAPPY ANNIVERSARY AND LAUGH . . . LAUGH . . . LAUGH . . . LAUGH . . . SHOP THESE ANNIVERSARY STORES AND SAVE . . . SAVE . . . SAVE . . . : " Newspaper ad manager rounds up a number of local advertisers to take ads on this spread — all featuring anniversary sales.

## LOBBY DISPLAYS FROM POSTERS

The 24-sheet is virtually a complete cut-out, perfect for your marquee or as a wall display in lobby . . . the other posters all have art elements which can easily be cut out and used to prepare displays for lobby and foyers.

For unusual lobby display place mattresses or box springs in lobby and cut-out figures from 24-sheet, 6-sheet or 3-sheet and place on mattress as art indicates in order to get a 3-dimensional effect.

## FREE! TEASER TRAILER!

David Niven and Carl Reiner in a witty prelude to the laughter in "Happy Anniversary." Use it on your screen at least two weeks ahead of playdate—but use the regular trailer week before opening. The teaser trailer is free. Ask for it at your National Screen Exchange.

MOTOROLA TIE-UP The TV sets seen in the hilarious sequences concerning same are all Motorolas. Check your local dealer for window and counter displays, including scene inserts from the picture on the blank TV screens in his window.

## RADIO/TV ANGLES

In conjunction with the special TV and radio spots (page 9) and the music bally (page 6) suggest one of the following follow-up stunts to stations or deejays: Contest wherein records or other prizes are awarded for funniest "Happy Anniversary" 4-line jingles written. On TV, display winning jingles as greeting card.

\* \* \*

Deejay looks for the couple in town married for the longest time and fetes them with theatre tickets, dinner at the finest restaurant, plus promoted gifts.

\* \* \*

Deejay invites friends of anniversary celebrants to write in so that they may be saluted over the air. A limited number of those whose anniversaries are mentioned receive guest tickets to see the movie.



# RADIO/TV MATERIAL

## TELOPS!



This visual announcement for television spot comes in two forms: 1. A glass slide. 2. A "Telop" print. Check with TV station for form they prefer before ordering. Style "A" is to be used for regular 20-second announcement. Style "B" is to be used only for station break announcement. Call letters will be included at no extra charge.

**NOTE:** Theatre copy added locally can only be done on the telop print.

### PRICES:

**\$5.00 without theatre imprint.**  
**\$7.50 with theatre imprint.**  
**\$2.00 for each additional slide or telop.**

Order only from:

**QQ TITLE CARD CO.**  
247 West 46th Street  
New York, N. Y.

## RADIO SPOTS!

Saucy, spicy, scintillating! A full variety for every type of campaign. They're FREE!

## INTERVIEWS!

David Niven and Mitzi Gaynor talk provocatively about the picture. Each is heard in a 6-minute interview. Tops for deejays and other interview shows. Record is FREE!

## LOBBY RECORD!

Music and the voices of Niven and Gaynor give you a terrific lobby trailer for p.a. system. Plays continuously on a 78 rpm automatic player. It's FREE!

## TV SPOTS!

A selection of 1-minute, 20-second and 10-second spots for TV coverage. Yours FREE if you plan TV time.

**All items available at no cost (except telops) while supplies last. Order from: Exploitation Dep't, United Artists, 729 7th Ave., N. Y., N. Y.**

On The Bed— Under The Bed— Over The Bed! Like Most Happy Couples— They Were At Each Other Everywhere... Quarreling... Quarreling... Quarreling!

**It bounces convention right out the bedroom window!**

**DAVID NIVEN MITZI GAYNOR**

FIELDS PRODUCTIONS Presents

**Happy Anniversary**

co-starring CARL REINER · LORING SMITH · MONIQUE VAN VOOREN · PHYLLIS POVAH and PATTY DUKE  
Screenplay by JOSEPH FIELDS and JEROME CHODOROV · Based on their play "Anniversary Waltz" · Music by SOL KAPLAN and ROBERT ALLEN  
Songs: "I Don't Regret A Thing" and "Happy Anniversary" · Lyrics by AL STILLMAN · Directed by DAVID MILLER  
Produced by RALPH FIELDS · A Fields Productions, Inc. Presentation · Released thru UNITED ARTISTS

THE FIRST COMEDY FILMED IN  
**SIN\*ASCOPE**  
THE MOST EXCITING PROCESS EVER INVENTED

T H E A T R E

4 Cols. x 135 Lines—540 Lines (39 Inches)

Mat 402

At last! The First Comedy Actually Filmed in  
**SIN\*ASCOPE**  
The Most Exciting Process Ever Invented!

The motion picture dedicated to the proposition!

A story of togetherness... before and after marriage!

**DAVID NIVEN · MITZI GAYNOR**

co-starring CARL REINER · LORING SMITH · MONIQUE VAN VOOREN · PHYLLIS POVAH and PATTY DUKE  
Screenplay by JOSEPH FIELDS and JEROME CHODOROV · Based on their play "Anniversary Waltz" · Music by SOL KAPLAN and ROBERT ALLEN  
Songs: "I Don't Regret A Thing" and "Happy Anniversary" · Lyrics by AL STILLMAN · Directed by DAVID MILLER · Produced by RALPH FIELDS  
A Fields Productions, Inc. Presentation · Released thru UNITED ARTISTS

"They understand these things and accept them much better in France..."

T H E A T R E

3 Cols. x 75 Lines—225 Lines (16 Inches)

Mat 302



# PUBLICITY

## THE STORY

(Not for publication)

CHRIS AND ALICE WALTERS (David Niven and Mitzi Gaynor) are a happy couple on the eve of their 13th wedding anniversary. They have two bright kids, OKKIE (Kevin Coughlin) and DEBBIE (Patty Duke). A television set, a gift of Alice's parents, arrives and Chris balks at having this modern day "menace" in his home, but he relents and he and Alice wax sentimental.

The anniversary dinner itself comes off very well, but after dinner, when the kids have supposedly gone to bed, Chris commits a fateful indiscretion. Slightly tipsy from the champagne, he confides to Alice's parents (Loring Smith and Phyllis Povah) that although he and Alice are celebrating their 13th wedding anniversary, they had actually jumped the gun and enjoyed the benefits of marital bliss for a full year previously. Mr. and Mrs. Gans are horrified and they leave in a rage. Alice is livid at her tactless spouse and things are further complicated by the fact that the two children who had been eavesdropping at the top of the stairs, had overheard the entire conversation. The kids are sent summarily to bed, Alice refuses to speak to Chris and turns on the new TV set. Chris, in a rage, sends his foot crashing through the screen.

The following morning they receive a visit from Chris' law partner, BUD (Carl Reiner), a smooth young man whose task it has been to sign up a wealthy and attractive young divorcee (Monique Van Vooren) for the law firm. Seeing the smashed TV set, Bud goes out and orders a replacement for Alice.

When the new set arrives, it is turned on in time to hear and see Debbie standing before a juvenile panel revealing the family scandal to the small fry and to the world. Chris, furious, again smashes the television set.

Crisis in the Walters household reaches a peak when Debbie returns, happily waving a \$100 bond, and when Bud comes in, Chris accuses him of trying to undermine him by sending gifts to Alice. The fight's really on and Chris stomps out of the house.

The Walters household is pretty glum, when Bud returns to say that Chris is downstairs in the car, waiting contritely for permission to come back. Alice agrees and Chris believes that everything is back to normal, but he underestimates his wife. She tells him firmly that she is leaving him, but at that moment the phone rings and the doctor informs her that the tests have come through positive and that she is going to have another baby. Chris is delighted and Alice relents. As they embrace the television delivery men come back for the third time with a new set . . . this one, however, is a gift from Chris himself.

**RUNNING TIME: 81 MINUTES**

## THE CAST

Chris Walters . . . DAVID NIVEN  
Alice Walters . . . MITZI GAYNOR  
Bud . . . CARL REINER  
Mr. Gans . . . LORING SMITH  
Jeanette . . . MONIQUE VAN VOOREN  
Mrs. Gans . . . PHYLLIS POVAH  
Debbie . . . PATTY DUKE  
Millie . . . ELIZABETH WILSON  
Okkie . . . KEVIN COUGHLIN

## CREDITS

Directed by . . . DAVID MILLER  
Produced by . . . RALPH FIELDS  
Screenplay by . . . JOSEPH FIELDS and  
JEROME CHODOROV

Based on their play  
"Anniversary Waltz"  
Director of Photography

Lee Garmes  
Assistant Director . . . TONY LA MARCA  
Production Design . . . PAUL HELLER  
Film Editor . . . RICHARD MEYER  
Makeup . . . HERMAN BUCHMAN  
Music by . . . SOL KAPLAN and  
ROBERT ALLEN

Songs "I Don't Regret A Thing"  
and "Happy Anniversary"

Music by . . . ROBERT ALLEN  
Lyrics by . . . AL STILLMAN  
Sound Engineer . . . JAMES GLEASON  
Camera Operator . . . EDWARD HYLAND  
Script Supervisor . . . ROBERTA HODES  
Sound Effects . . . DON HALL



Still HAP-9

David Niven and Mitzi Gaynor bounce convention right out the bedroom window, as the ads say, in the saucy, spicy comedy, "Happy Anniversary," opening . . . at the . . . Theatre. The movie is adapted from the successful Joseph Fields-Jerome Chodorov stageplay, "Anniversary Waltz."

Mat 2C

## "HAPPY ANNIVERSARY" TO BE CELEBRATED ON BIJOU SCREEN

"Happy Anniversary" starring David Niven and Mitzi Gaynor with the new Broadway stage sensation, 10-year-old Patty Duke, will have its local opening next . . . at the . . . Theatre. A Fields Production, "Happy Anniversary" is Niven's first starring role since he won the Academy Award last year. It is also the most important screen assignment for Patty Duke, who has received tremendous acclaim for her performance as young Helen Keller in the New York stage success, "The Miracle Worker."

"Happy Anniversary" was written by Joseph Fields and Jerome Chodorov from their stage hit, "Anniversary Waltz." Ralph Fields produced and David Miller directed.

It co-stars Carl Reiner, Loring Smith, Phyllis Povah and Monique Van Vooren, with Kevin Coughlin and Miss Duke as the sprightly children in the story. The musical score was composed and conducted by Robert Allen and Sol Kaplan. The currently popular title song, sung by The Four Lads on the Columbia label, has music by Robert Allen and words by Al Stillman.

The anniversary of the title concerns the celebration of the happily married Niven who precipitates a crisis when he lets drop the information that he and his wife, played by Mitzi Gaynor, had enjoyed the benefits of marital bliss a full year before they became officially hitched.

## A HAPPY, HAPPY "ANNIVERSARY"

(Prepared Review)

David Niven and Mitzi Gaynor romp brazenly and breezily through one of the season's funniest movies, "Happy Anniversary," the United Artists release which opened yesterday at the . . . Theatre. The hilarity hardly lets up for a moment while the stars, aided and abetted in their comic capers by Carl Reiner, Monique Van Vooren, Loring Smith and Phyllis Povah, reduce seducing to a household word.

The fun actually began on the Broadway stage where playwrights Joseph Fields and Jerome Chodorov first presented the original "Anniversary Waltz." The play ran for two laugh-filled years and has now been transposed in all its gayety to the big screen.

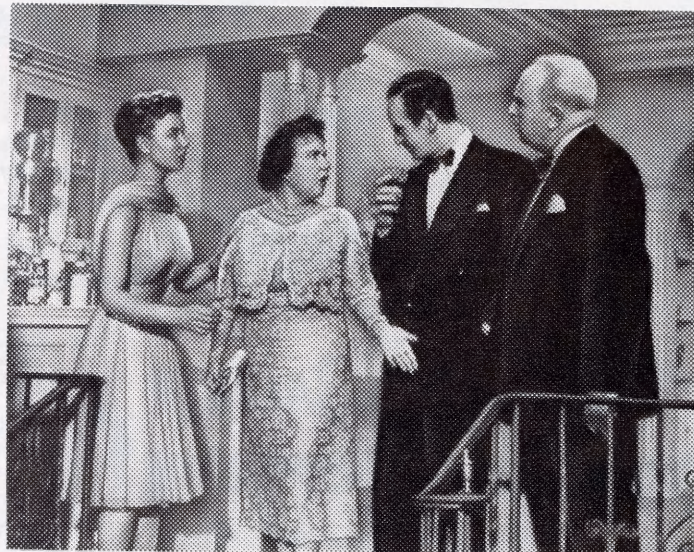
The title has been changed to

"Happy Anniversary" and the wit sharpened. The result is rowdy, racy, rollicking comedy, beautifully performed by the sharp-witted cast and adroitly directed by David Miller.

The story, as you may recall, has to do with the brandy-tinted confession by David Niven to his startled in-laws that the thirteenth wedding anniversary which they are celebrating should properly be reckoned their fourteenth.

The ensuing laughter makes a shambles of some sacred cows such as television, bedroom doors and the progressive education of children. The latter, incidentally, is professionally handled by two young stars, Patty Duke and Kevin Coughlin.

All in all, "Happy Anniversary" is sheer delight.



Still HA-24

The comedy highlight of "Happy Anniversary" at the . . . Theatre is precipitated when David Niven lets drop a hint that there had been some pre-marital shenanigans. Mitzi Gaynor, as Niven's shocked wife, Phyllis Povah and Loring Smith, the startled in-laws, are Niven's audience.

Mat 2C

## "ANNIVERSARY" CAKE SPICED WITH STARS AND SOPHISTICATION

(Production Feature)

"Happy Anniversary," opening on . . . at the . . . Theatre through United Artists release, is a frank and funny exploration of a subject which most married couples—including the one in the film—try to shove under the carpet when the kiddies (or the in-laws) are around: whether or not they were intimate before the wedding bells rang out.

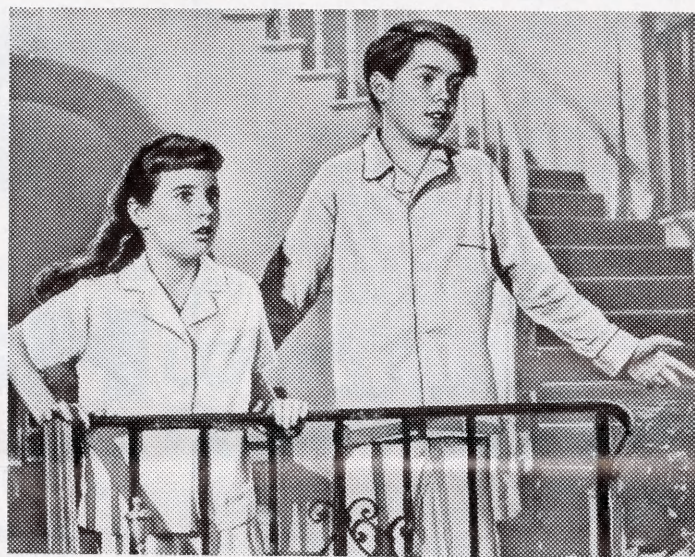
Adapted from the spicy, sexy, occasionally rowdy Broadway comedy hit by Joseph Fields and Jerome Chodorov, "Happy Anniversary" stars David Niven and Mitzi Gaynor as the couple above-mentioned, and co-stars Carl Reiner, Loring Smith, Monique Van Vooren and Phyllis Povah. The large featured cast is headed by Elizabeth Wilson, Patty Duke and Kevin Coughlin.

A Fields Productions presentation, "Happy Anniversary" was produced by Ralph Fields and directed by David Miller. Joseph Fields and Jerome Chodorov wrote the script in an adaptation of their own play "Anniversary Waltz."

Niven, who last year won his first

Oscar for his work in "Separate Tables," is one of Hollywood's wittiest men and deftest performers in that most difficult of all acting genres, light comedy. The son of a British general, Niven landed in Hollywood accidentally a couple of decades ago, after a career that included such oddly mated professions as lumberjacking, whisky-selling, delivering packages for a Chinese laundry and running a pony racetrack.

Mitzi Gaynor, at 27, plays the role of a 32-year-old woman, a bit of precocity which has characterized her career from the start. For example, she was only thirteen (and said she was sixteen) when she landed a leading role in the musical "Music in My Heart," and not much older than that when she was starred in "The Great Waltz." She later appeared in such pictures as "Anything Goes" with Bing Crosby, "The Joker is Wild" with Frank Sinatra, and "Les Girls." Her triumph was complete when she was chosen for the role of nurse Nellie Forbush in the screen version of "South Pacific," followed by her assignment in "Happy Anniversary."



Still HA-30

The sharp-witted, saucy, sophisticated kids of David Niven and Mitzi Gaynor in "Happy Anniversary" at the . . . Theatre are played by Patty Duke and Kevin Coughlin. Miss Duke is currently a smash hit on Broadway as young Helen Keller in "The Miracle Worker."

Mat 2E

## TWO MOPPETS IN "ANNIVERSARY"

The late, great W. C. Fields, whose thunderous animadversions against the child actor are a legend of show-business, once said:

"There is only one thing in the world more horrible than playing in a picture with a child actor, and that is playing with two child actors."

It is just as well, perhaps, that Fields is not on the scene to see "Happy Anniversary," which opens on . . . at the . . . Theatre through United Artists release. Yes, the picture features two child actors.

"Happy Anniversary," which stars David Niven and Mitzi Gaynor, is a sexy, spicy, rowdy comedy adapted from the Broadway hit play by Joseph Fields and Jerome Chodorov.

The two moppets who inhabit "Happy Anniversary" are Kevin Coughlin and Patty Duke, aged ten and twelve respectively. And, although W. C. Fields can be heard snorting in disbelief, it must be stated that neither of them is in any way opprobrious.

Kevin, for example, is strictly limited as to allowance, plays Little League baseball and attends a regular public school.

Patty lives in Astoria, Long Island, and at the moment (which may easily extend well into her teens) is walloping Broadway audiences with her moving performance as young Helen Keller in "The Miracle Worker."

## "HAPPY" MUSIC NEW SONG HIT

A popular song hit that bids fair to become a standard for wedding anniversary celebrations into the far future is one of the highlights of "Happy Anniversary," David Niven-Mitzi Gaynor starrer now at the . . . Theatre. The song, of course, is the title tune which The Four Lads have swept into the winner's circle via the Columbia label. A Jane Morgan recording of "Happy Anniversary" is also on the racks from Kapp Records.

The song "Happy Anniversary" and a companion piece called "I Don't Regret A Thing" were composed by Robert Allen with lyrics by Al Stillman. The picture's musical score was composed and conducted by Mr. Allen, this time in collaboration with Sol Kaplan.

"Happy Anniversary" is a Fields Production for United Artists release, adapted by authors Joseph Fields and Jerome Chodorov from their successful stage hit, "Anniversary Waltz." Ralph Fields produced and David Miller directed the comedy.

In the cast with Niven and Miss Gaynor are Carl Reiner, Monique Van Vooren, Loring Smith, Phyllis Povah, Patty Duke and Kevin Coughlin.

Both "Happy Anniversary" and "I Don't Regret A Thing" have also been published in sheet music by Korwin Music, New York. They were especially written for the screen version of the hit play.



# REVIEW AD! ▶

Let the critics set the pace for the raves about the hilarity in "Happy Anniversary." Use local review quotes in this layout for both newspaper and as a lobby display, enlarged. For advance display, use these raves from New York and the trades . . .

"Explosively funny!"

—MOTION PICTURE DAILY

"Chock full of laughs! The result is top entertainment!"

—VARIETY

"Truly hilarious! There are even laughs in the lead title!"

—MOTION PICTURE EXHIBITOR

"Hilarious joyride . . . from fadein to fadeout. One of those effervescent comedies that sends everybody out of the theatre feeling happier!" . . . . .

—HOLLYWOOD REPORTER

"Frantic antics from beginning to end! Suavely played by its stars!"


—Justin Gilbert, N. Y. MIRROR

"Happy, bawdy and hilarious fun spurts all over the joint! . . . The gags are almost continuous and consistently merry!"

—Alton Cook, N. Y. WORLD-TELEGRAM-SUN

## HELD OVER

### 2nd WEEK



On  
The  
Bed—  
Under  
The  
Bed—  
Over  
The  
Bed!  
Like  
Most  
Happy  
Couples—  
They Were  
At Each  
Other  
Everywhere...  
Quarreling...  
Quarreling...  
Quarreling!


**It bounces convention right out the bedroom window!**

**DAVID NIVEN**  
**MITZI GAYNOR**

# Happy Anniversary

*The Motion Picture Dedicated To The Proposition!*

co-starring CARL REINER · LORING SMITH · MONIQUE VAN VOOREN · PHYLLIS POVAH and PATTY DUKE  
Screenplay by JOSEPH FIELDS and JEROME CHODOROV Based on their play Anniversary Waltz Music by ROBERT ALLEN  
Songs: "I Don't Regret A Thing" and "Happy Anniversary" Lyrics by AL STILLMAN Directed by DAVID MILLER  
Produced by RALPH FIELDS A Fields Productions Inc Presentation Released thru UNITED ARTISTS



T H E A T R E

2 Col. x 126 Lines—252 Lines (18 Inches)

Mat 206

## REVIEWS IN THIS SPACE

A story of  
togetherness . . .  
before and after  
marriage!



The  
motion  
picture  
dedicated  
to the  
proposition!

**DAVID NIVEN**

FIELDS PRODUCTIONS Presents

# Happy Anniversary

co-starring CARL REINER · LORING SMITH · MONIQUE VAN VOOREN · PHYLLIS POVAH and PATTY DUKE  
Screenplay by JOSEPH FIELDS and JEROME CHODOROV Based on their play Anniversary Waltz Music by ROBERT ALLEN  
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Produced by RALPH FIELDS A Fields Productions Inc Presentation Released thru UNITED ARTISTS

**MITZI GAYNOR**



T H E A T R E

3 Cols. x 103 Lines—309 Lines (22 Inches)

Mat 303

## A HILARIOUS STORY OF TOGETHERNESS BEFORE AND AFTER MARRIAGE!.....

A funny thing  
happened to  
them on the way  
to the preacher  
...they took  
a short cut!



**DAVID NIVEN**  
**MITZI GAYNOR**

FIELDS PRODUCTIONS Presents

# Happy Anniversary

*The Motion Picture Dedicated To The Proposition!*

co-starring CARL REINER · LORING SMITH · MONIQUE VAN VOOREN · PHYLLIS POVAH and PATTY DUKE  
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Produced by RALPH FIELDS A Fields Productions Inc Presentation Released thru UNITED ARTISTS



T H E A T R E

2 Cols. x 98 Lines—196 Lines (14 Inches)

Mat 205

## OFFICIAL BILLING

FIELDS PRODUCTIONS	15%
Present	
<b>DAVID NIVEN*</b>	90%
<b>MITZI GAYNOR*</b>	90%
in	
<b>"HAPPY ANNIVERSARY"</b>	100%
co-starring	
CARL REINER	25%
LORING SMITH	25%
MONIQUE VAN VOOREN	25%
PHYLLIS POVAH	25%
and	
ELIZABETH WILSON	
PATTY DUKE	
KEVIN COUGHLIN	15%
(No advertising requirements)	
Screenplay by	
JOSEPH FIELDS and	
JEROME CHODOROV	35%
Based on their play	
"Anniversary Waltz"	15%
Music Composed and Conducted	
by Robert Allen and Sol Kaplan	15%
Songs: "I Don't Regret A Thing"	
and "Happy Anniversary"	
Music by Robert Allen	
Lyrics by Al Stillman	15%
Directed by	
DAVID MILLER	35%
Produced by	
RALPH FIELDS	35%
A Fields Productions, Inc.	
Presentation	15%
Released thru UNITED ARTISTS	25%

\*Can be above or below title, with each on a line by themselves, or together on one line.





**Still HAP-12** **Mat 2B**  
David Niven and Mitzi Gaynor indulge in a favorite pastime of most married couples — quarreling! It's all in fun in the saucy, sexy comedy, "Happy Anniversary," coming . . . . . to the . . . . . Theatre.

## Niven Puts His Foot In It — And TV-Haters Roar!

In "Happy Anniversary," opening on . . . . . at the . . . . . Theatre through United Artists release, David Niven plays the role of a man who hates television; whose hatred, in fact, is so intense that, twice during the course of the film, he puts his foot through the center of an innocent TV set.

The scenes are very funny, and Niven performs them with the gusto of a well-disciplined actor, but his actions pained him very grievously. "I felt," he says, "like a Benedict Arnold. Who else would kick the hand that feeds him?"

"Happy Anniversary," in which Niven stars with Mitzi Gaynor, is a sexy, spicy, rowdy comedy adapted from the Broadway hit play by Joseph Fields and Jerome Chodorov, and dealing in hilariously candid fashion with the subject of premarital relationships.

In the film, Niven plays an other-

wise charming and urbane father of two children whose sole crochet is an unreasoning hatred of television. He doesn't allow a set in his house, maintaining that the Cyclopean monster paralyzes the intellect. The fun starts when well-meaning in-laws buy him a set as an anniversary present. In a fit of anger, he puts his foot through it. Later on, he repeats this action with another set, presented by Carl Reiner, his business partner.

Although there will doubtless be many in the audience who will sympathize with Niven's anti-TV violence, Niven himself does not. The reason is, of course, that, as one of television's busiest actors, and as co-owner (with Charles Boyer and Dick Powell) of the thriving TV production company, Four Star Playhouse, he feels it ill-becomes him to maltreat the medium which is making him a very rich man.

## SHORTS

David Niven, one of television's foremost actors and producers (with Charles Boyer and Dick Powell he owns Four Star Playhouse), considers himself TV's top candidate for "Benedict Arnold honors" following his performance in "Happy Anniversary," opening on . . . . . at the . . . . . Theatre through United Artists release. In the spicy film adaptation of the Broadway hit play, Niven twice—and deliberately — puts his foot through a television set. Mitzi Gaynor is starred with Niven in "Happy Anniversary," which also stars Carl Reiner, Monique Van Vooren, Loring Smith and Phyllis Povah.

Joseph Fields, author of the screenplay of "Happy Anniversary" (and collaborator with Jerome Chodorov of the Broadway hit play upon which the spicy, sexy film comedy is based), comes by his theatrical heritage naturally. He's the son of Lew Fields, of the great vaudeville team of Weber and Fields. Opening on . . . . . at the . . . . . Theatre through United Artists release, "Happy Anniversary" stars David Niven and Mitzi Gaynor, and co-stars Carl Reiner, Monique Van Vooren, Loring Smith and Phyllis Povah.

## Adult Fun Has a Spree In "Happy Anniversary"

Adult is a word which Hollywood has used almost exclusively in two contexts: to describe a type of western movie; and to describe a movie dealing with a portentous "problem."

What it frequently comes down to, in the end, is that the adult western has an uncomplex psychological overtone, and the problem picture points out a moral.

Nobody ever thinks of calling a comedy adult, which is really too bad, because many of them frequently are, in the sense that they tangle with "untouchable" issues more coolly and more daringly than any other genre.

Such a comedy—though it claims only to be a very funny picture, and let the chips fall where they may—is "Happy Anniversary," opening on . . . . . at the . . . . . Theatre through Artists release.

An adaptation of the Broadway hit play by Joseph Fields and Jerome Chodorov, "Happy Anniversary" is a sexy, spicy, sometimes rowdy comedy dealing in hilariously frank fashion with the subject of pre-marital relations. David

Niven and Mitzi Gaynor are starred, with co-starring roles played by Carl Reiner, Loring Smith, Monique Van Vooren and Phyllis Povah. A Fields Productions presentation, "Happy Anniversary" was produced by Ralph Fields and directed by David Miller.

A few years back, another comedy, "The Moon is Blue," made a rather obvious point about men, girls and matrimony. Obvious though this point might have been, the film was nevertheless beset by censorship troubles because of it.

"Happy Anniversary" makes the point (Kinsey proved it irrevocably a few years back) that many married couples have had intimate relations prior to the ringing out of the wedding bells. "Happy Anniversary" won't run into censorship troubles. Not because it's any less "scandalously" candid than "The Moon is Blue," but because its approach is adult. It doesn't hint at anything, but comes right out and says so—not in a hard-breathing way, as the "problem" pictures do, but with wit.

In short, its approach is adult.

## Father Knows Best He Thinks!

As propaganda for the school of thought which holds that father knows best, the failure of the three Fields kids to heed the advice of their famous father (Lew Fields, of the celebrated team of Weber and Fields) falls considerably short of the mark.

Forty years ago, Lew Fields warned his brood to "stay out of showbusiness."

The brood—Herbert, Dorothy and Joseph—proceeded to disregard the old showman's advice and, as a result, became rich, famous, satisfied and happy.

Of the three, only the youngest, Joseph, made even a token attempt to follow Pop's dictum. But he too, in time, defected, and became one of the country's most successful and popular writers of Broadway comedies. At the moment, he is represented by a film translation (he wrote the screenplay with Jerome Chodorov) of his and Chodorov's Broadway smash hit, "Happy Anniversary."

Opening on . . . . . at the . . . . . Theatre through United Artists release, "Happy Anniversary" is a sexy, spicy, rowdy com-

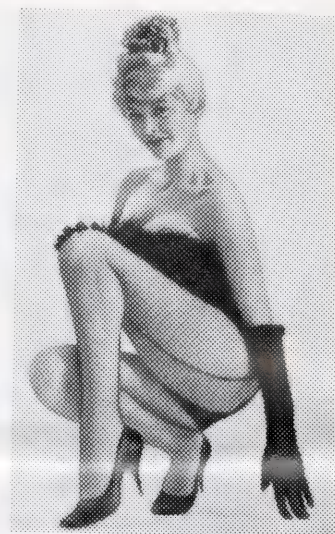
edy dealing in hilariously candid fashion with the subject of premarital relationships. The film stars David Niven and Mitzi Gaynor.

Although an attempt to get Joseph through law school failed miserably, Poppa Lew was pleased when his youngster child went off to Paris, where he ran a successful perfume business for eight years. Meanwhile, back on Broadway, Herbert and Dorothy were already famous.

Came the depression, and Joseph's perfume business collapsed. He returned to New York, and stopped fighting the inevitable. Hooking up with Chodorov in the first of a long line of successful collaborations, he wrote "My Sister Eileen" and had a smash hit on his hands. "Junior Miss," the second play of the partnership was another hit.

As things stand at the moment, Fields holds the record for having written (solo or in collaboration) more plays which have run over 500 performances on Broadway than any other contemporary playwright.

Father knows best?



**Still HAP-18** **Mat 1B**  
Although millions have seen her in "Gigi," Monique Van Vooren makes her Hollywood film debut as the seductive divorcee in "Happy Anniversary," the David Niven-Mitzi Gaynor starrer coming . . . . . to the . . . . . Theatre.

Not that it should matter one way or another, but Monique Van Vooren (39-23-35), co-starred in "Happy Anniversary," speaks four languages fluently (English, Italian, French and Dutch) and is on a familiar nodding basis with two more (Latin and Greek). A sexy, spicy comedy opening on . . . . . at the . . . . . Theatre through United Artists release, "Happy Anniversary" stars David Niven and Mitzi Gaynor, and co-stars Carl Reiner, Loring Smith and Phyllis Povah.

Carl Reiner, who makes his movie debut in "Happy Anniversary," opening on . . . . . at the . . . . . Theatre through United Artists release, earned a salary of one dollar per performance in his first professional appearance, with a little theatre group. "I was," he recalls proudly, "the highest paid actor in the company!" A spicy, sexy comedy, "Happy Anniversary" stars David Niven and Mitzi Gaynor, and co-stars Monique Van Vooren, Loring Smith, Phyllis Povah and the aforementioned Mr. Reiner.

Mitzi Gaynor, starring with David Niven in "Happy Anniversary," opening on . . . . . at the . . . . . Theatre through United Artists release, was born just plain Francesca Mitzi deCzenyi von Gerber. The impressive moniker was mercifully altered when she made her movie debut a few years back. A spicy, sexy comedy romp, "Happy Anniversary" also co-stars Carl Reiner, Loring Smith, Monique Van Vooren and Phyllis Povah.

## Hollywood Turns To Comedy With Outstanding Success

Laughter, with overtones of love and undertones of sex, is once again dominating the local movie screen. Motion picture makers have shifted into high comedy gear and are rolling merrily along with such delectable hits as "Some Like It Hot," "The Mating Game," "Pillow Talk," "It Started With a Kiss"—and most recently, "Happy Anniversary," the attraction due . . . . . at the . . . . . Theatre with David Niven and Mitzi Gaynor, Carl Reiner and Monique Van Vooren.

The return of comedies to the big screen is significant in many ways. It indicates that the mere filling of the huge movie screen with foreign locales, super-spectacles and colossal action is no longer the only answer to television. Home audiences have reacted strongly to the mediocrity of television's situation comedies, now at its lowest ebb. Thus while TV has resurrected the western the moviemakers have returned to comedy, something they have always done well.

The resurgence of movie comedies has also enticed many outstanding dramatic actors into this field. Stars such as Paul Newman, Joanne Woodward, Rock Hudson, Glenn Ford, Tony Curtis, David Niven and Mitzi Gaynor are but a few of the topflight stars who have taken the plunge.

"Happy Anniversary" is a perfect example of this new Hollywood development. It has been adapted from the rollicking Broadway stage hit by Joseph Fields and Jerome Chodorov, produced by Ralph Fields and directed by David Miller.



**Celebrants at the 13th anniversary (it's really their 14th) of David Niven and Mitzi Gaynor in "Happy Anniversary" include Monique Van Vooren, Carl Reiner, Phyllis Povah and Loring Smith. Caricature by Al Hirschfeld.**

**Mat 3A**



It bounces  
convention

right out  
the bedroom  
window!

On The  
Bed—  
Under  
The  
Bed—  
Over  
The  
Bed!  
Like  
Most  
Happy  
Couples—  
They Were  
At Each  
Other  
Everywhere...  
Quarreling...  
Quarreling...  
Quarreling!

DAVID NIVEN

MITZI GAYNOR

Happy Anniversary

THE FIRST COMEDY  
FILMED IN  
SINEMASCOPE  
THE MOST EXCITING  
PROCESS EVER INVENTED

co-starring  
CARL REINER • LORING SMITH • MONIQUE VAN VOOREN • PHYLLIS POVAH and PATTY DUKE  
Screenplay by  
JOSEPH FIELDS and JEROME CHODOROV  
Music by  
SOL KAPLAN and ROBERT ALLEN  
Songs: "I Don't Regret A Thing" and "Happy Anniversary" • Lyrics by AL STILLMAN  
Directed by  
DAVID MILLER  
Produced by  
RALPH FIELDS

Fields Productions Inc. Presentation • Released thru UNITED ARTISTS

T H E A T R E

3 Cols. x 103 Lines—309 Lines (22 Inches)

Mat 306

At last! The First Comedy Actually Filmed  
in  
SINEMASCOPE  
The Most Exciting  
Process Ever  
Invented!

DAVID NIVEN • MITZI GAYNOR

in a story of togetherness... before and after marriage!

Happy Anniversary

The Motion Picture Dedicated To The Proposition!

co-starring  
CARL REINER • LORING SMITH • MONIQUE VAN VOOREN • PHYLLIS POVAH and PATTY DUKE  
Screenplay by  
JOSEPH FIELDS and JEROME CHODOROV  
Music by  
SOL KAPLAN and ROBERT ALLEN  
Songs: "I Don't Regret A Thing" and "Happy Anniversary" • Lyrics by AL STILLMAN • Directed by  
DAVID MILLER • Produced by  
RALPH FIELDS  
A Fields Productions, Inc. Presentation • Released thru UNITED ARTISTS

T H E A T R E

4 Cols. x 111 Lines—444 Lines (32 Inches)

Mat 403





Still DN-3

Mat 24

David Niven appears in his first starring role in "Happy Anniversary" since he won the Academy Award last year. Mitzi Gaynor is Niven's co-star in the United Artists comedy now at the ..... Theatre.

## David Niven's First Film Since Winning Academy Award

David Niven, starring with Mitzi Gaynor in "Happy Anniversary" at the ..... Theatre, his first role since capturing the Oscar for "Separate Tables," was born in Kiriemuir, Scotland, son of Lady Comynplatt (Henrietta de Gacher) and Gen. William Graham Niven. He progressed through the regular prep schools and took the entrance examination for the Royal Navy. On toting up his score, he says, the navy advised him to join the army.

His first assignment in the army was with the Highland Light Infantry in Malta, where the hot climate and lack of social life grated on his nerves. Transferred to Dover, he decided that army life was not for him, and he resigned his commission to start a new life in Canada.

He worked for several months as a lumberjack then turned to writing. He suddenly found himself in New York without funds and had to earn pin-money by running a delivery service for a Chinese laundry to whom he owed some money. He and a partner bought 120 broken-down polo ponies, saved them from the glue factory and staged pony races at the Municipal Auditorium in Atlantic City.

Once his bills were paid, he sailed for Cuba, found himself in the midst of a revolution and hopped a Japanese freighter bound for San Francisco. He met some English cronies in California, officers aboard HMS Norfolk, who invited him to a party on shipboard. Niven wore vine leaves in his hair all evening and slept all day, awakening to find himself 50 miles out to sea. The ship's commanding officer, an admiral, sent for the bedazed Niven and ordered him to leave. Niven had visions of walking the plank when, through a porthole, he saw a replica of HMS Bounty hove to. The Bounty was being used for the film, "Mutiny on the Bounty" and had been laying in wait for the modern British warship as a publicity stunt. Niven was transferred to the reconstructed frigate, where he caught his first glimpse of the inside of the movie business. This, he decided, was for him.

## Niven Admits He's An Ex-Cad Carl Reiner on Film—At Last

When he first came to Hollywood and registered as an extra, David Niven filled in the line reading "type," as follows: "Anglo-Saxon Cad Type, Ideal for Horsewhipping by Irate Husband."

This unconventional bit of self-evaluation was indicative of Niven's refusal to take himself or anybody else seriously, and at the same time wholesomely candid.

If the addition of years, honors, fame and his first Academy Award Oscar have to a degree tempered some of Niven's youthful exuberance, they have in no fashion diminished his candor. "I am still," he says, "the Anglo-Saxon Cad Type, but getting on in years a bit for horsewhipping."

One of Hollywood's wittiest men, Niven was considered the ideal choice for the role of the husband in "Happy Anniversary," opening on ..... at the ..... Theatre through United Artists release. "Happy Anniversary," in which he stars with Mitzi Gaynor, is a sexy, sly, rowdy comedy adapted from the Broadway hit play by Joseph Fields and Jerome Chodorov, and dealing in hilariously frank fashion with the subject of pre-marital relationships.

When Carl Reiner, the engaging young comedian, known to TV audiences as one of Sid Caesar's side-kicks, reported for work on the set of United Artists' "Happy Anniversary," he kept his fingers crossed.

A previous unnerving experience was encountered at the hands of Joseph Fields, the author-producer of "Happy Anniversary," now at the ..... Theatre. It happened a couple of years ago when Fields signed him at a nice figure to appear in "Tunnel of Love." A few days before shooting was scheduled to begin, Glenn Ford dropped out of the picture and there was a two month delay. Reiner was on a six week contract and because of crowding television commitments he was unable to wait around that long, so Fields paid him his full six week salary and never used him. So, in March of this year when Fields announced "Happy Anniversary," Reiner applied for the same kind of a deal, six weeks salary and no work. What could be nicer? But this time the producer fooled him. He gave him the six weeks salary, all right, but this time he made him work for it.

## CARL REINER IS TOP "2nd" BANANA

The man who was once called "the most talented and stylish second banana in captivity" makes a long-awaited movie debut in "Happy Anniversary," opening on ..... at the ..... Theatre through United Artists release.

The erstwhile banana, who also happens to be a light-comedy performer of notable attainment is, of course, Carl Reiner, former side-kick of Sid Caesar.

"Happy Anniversary," which stars David Niven and Mitzi Gaynor, is a sexy, spicy, rowdy comedy adapted from the Broadway hit play by Joseph Fields and Jerome Chodorov, and dealing in hilariously candid fashion with the subject of pre-marital relationships. Also starring, in addition to Carl Reiner, are Loring Smith, Monique Van Vooren and Phyllis Povah. A Fields Production presentation, "Happy Anniversary" was produced by Ralph Fields and directed by David Miller.

Although "Happy Anniversary" marks Reiner's debut appearance before the cameras, it happens to be his second screen contract. On the first occasion, a couple of years ago, he had the unhappy experience of collecting a salary for doing nothing. "Nothing," he says in summation, "is worse than being paid for doing nothing, except not being paid for doing nothing."

In "Happy Anniversary" he got paid for doing plenty, including making torrid—and very funny—love to Monique Van Vooren in a night club scene.

"That is not nothing. That is something."



Still HA-72

Mat 1A

Carl Reiner, one of TV's favorite comedians, fills the first major screen role in his career in the co-starring spot with David Niven and Mitzi Gaynor in "Happy Anniversary," the comedy hit at the ..... Theatre.

## PATTY A HIT ON STAGE AND SCREEN

Patty Duke, the 10 year old mop-top who plays the daughter of David Niven and Mitzi Gaynor in "Happy Anniversary" at the ..... Theatre is no typical theatre-brat. Most of this terrifying breed are looked upon with mild horror by actors, directors and others who have to work with them, but at the end of five weeks shooting, David Niven and Mitzi Gaynor as well as director David Miller would have been delighted to adopt Patty for keeps.

Patty, who stands a mere 54" tall, is a pretty child with a crown of golden hair which she wears in two beribboned braids. She has in the past five years appeared in almost every medium of show business—movies, television and the stage—and she insists that working in the movies is the thing she likes most.

With her appearance in "Happy Anniversary" garnering laughs and plaudits on screens across America, Miss Patty herself is now taking bows nightly to the tumultuous applause of theatre audiences acclaiming her stage performance as young Helen Keller in "The Miracle Worker." A miracle, indeed, for so young a star.

## MITZI GAYNOR RIDING HIGH IN NEW STAR BRIGHT ROLES



Still HA-P-5

Mat 2D

Mitzi Gaynor co-stars with David Niven in the hilarious new screen comedy, "Happy Anniversary" at the ..... Theatre.

Mitzi Gaynor, starring with David Niven in "Happy Anniversary" United Artists release due at the ..... Theatre was born in Chicago, but her family had migrated to Detroit when she was three and despite the impressive moniker, Francesca Mitzi deCzenyi von Gerber which denoted noble ancestry, she grew up in that Motor City a typical healthy, happy American child.

Mitzi made her first try at the professional theatre when she was only 13, but she convinced Edwin Lester, impresario of the Los Angeles Civic Light Opera Company, that she was 16 and she landed a role in the musical "Song Without Words," subsequently remaining with it when it played Broadway under the title of "Music in My Heart." She eventually appeared with the Civic Light Opera in "Roberta," "The Fortune Teller," "Song of Norway," "Louisiana Purchase," "Naughty Marietta" and "The Great Waltz."

Before her appearance in "The Great Waltz," Mitzi had begun to think of a film career and had, indeed, appeared in a role in "My Blue Heaven" with Betty Grable and Dan Dailey at 20th Century-Fox. But after the great critical acclaim she reaped in "The Great Waltz," Darryl Zanuck offered her a roseate contract. Her name was changed from Gerber to Gaynor.

Although her salary reached \$1,500 a week and her pictures were boxoffice hits Mitzi became discouraged with her career. She felt that she was in a rut and was

not getting the kind of roles she was capable of doing.

At this point in her life, Fate with a capital "F" took a hand. She met Jack Bean, a handsome, energetic and personable young industrial public relations counsellor who fell so deeply in love with her that he started to rebuild her interest in life and in her career. By the time that "There's No Business Like Show Business" hit the local screens—with its attendant uproar of approval—Mitzi Gaynor was a chic, streamlined glamor girl and the hottest personality property in the movie business. She was also, by this time, Mrs. Jack Bean.

Starring roles followed such as in "Anything Goes," with Bing Crosby and Donald O'Connor; "The Birds and the Bees" with George Gobel and with David Niven with whom she was later destined to co-star in "Happy Anniversary"; "The Joker is Wild" with Frank Sinatra and Jeanne Crain.

With her appearance in the coveted role of Nellie Forbush in "South Pacific," Mitzi Gaynor reached new stature.

In the same way, Mitzi Gaynor's current assignment opposite David Niven, is another challenge and another step upward in her development as an actress. "Happy Anniversary" based on the Joseph Fields-Jerome Chodorov stage hit, provides her with a role demanding high-comedy technique and a real expert sense of balance between hilarious humor and warm down-to-earth honesty.

## Monique Van Vooren Belgium's Beauty-And-Brains Gift To U.S.

The statuesque Monique Van Vooren is of that rare genre, a beautiful girl whose I.Q. is as impressive as her physical dimensions. Monique is one of the happiest results of the State Department's cultural program, having come to the United States from her native Belgium as an exchange student in 1950. Excepting a few intermissions of brief duration, she has been stateside ever since. Her current film venture is a top role in "Happy Anniversary" a United Artists release starring David Niven and Mitzi Gaynor now at the ..... Theatre.

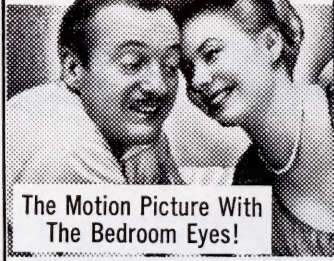
In addition to her aforementioned beauty and brains. Monique boasts an assortment of talents: she is a linguist, speaking four languages fluently (English, Italian, French and Dutch) and having a

working knowledge of Latin and Greek; she majored in Philosophy at college, and is something of an epistemological expert. The outdoors type, she is adept at every sport she has tried and is a quondam holder of the Belgium figure skating championship. She also boasts an exceptionally fine singing voice and, of course, has won a variety of beauty titles, both here and abroad.

Monique made her first big impression on New York audiences when she appeared on the Broadway stage in John Murray Anderson's revue, "Almanac," with Billy De Wolfe and Hermione Gingold. Her appearance in the musical created such a stir that Monique was besieged with nightclub offers, and she subsequently appeared at leading clubs everywhere.



It bounces  
convention right  
out the bedroom  
window!



The Motion Picture With  
The Bedroom Eyes!

**DAVID NIVEN  
MITZI GAYNOR**

**Happy  
Anniversary**


THE FIRST COMEDY  
FILMED IN  
**SIN\*ASCOPE**  
THE MOST EXCITING  
PROCESS EVER INVENTED

Released thru UNITED ARTISTS

**THEATRE**

1 Col. x 70 Lines (5 Inches)  
Mat 103

THE FIRST COMEDY  
FILMED IN  
**SIN\*ASCOPE**  
THE MOST EXCITING  
PROCESS EVER INVENTED



**DAVID  
NIVEN  
MITZI  
GAYNOR**

IN A STORY OF TOGETHERNESS...  
BEFORE AND AFTER MARRIAGE!

**Happy  
Anniversary**

Released thru UNITED ARTISTS

1 Col. x 42 Lines (3 Inches)  
Mat 102



*Still HA-P-13* *Mat 1C*  
David Niven and Mitzi Gaynor  
star in the new attraction at  
the ..... Theatre, United  
Artists' sexy, sly, rowdy comedy,  
"Happy Anniversary," adapted  
from the Broadway hit play by  
Joseph Fields and Jerome  
Chodorov. David Miller direct-  
ed.

**DAVID NIVEN  
MITZI GAYNOR**



IN A STORY OF  
TOGETHERNESS...  
BEFORE AND  
AFTER MARRIAGE!

**Happy  
Anniversary**

Released thru UNITED ARTISTS

**SIN\*ASCOPE**

1 Col. x 28 Lines (2 Inches)

**DAVID NIVEN  
MITZI GAYNOR**



**Happy  
Anniversary**

Released thru UNITED ARTISTS

1 Col. x 14 Lines (1 Inch)  
Both on Mat 101

THE FIRST COMEDY  
FILMED IN  
**SIN\*ASCOPE**  
THE MOST EXCITING  
PROCESS EVER INVENTED



**DAVID NIVEN  
MITZI GAYNOR**

IN A STORY OF TOGETHERNESS...  
BEFORE AND AFTER MARRIAGE!

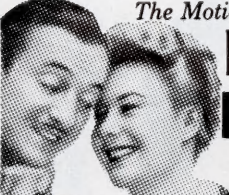
**Happy Anniversary**

Released thru UNITED ARTISTS

**THEATRE**

2 Cols. x 28 Lines—56 Lines (4 Inches)

*The Motion Picture Dedicated To The Proposition!*



**DAVID NIVEN · MITZI GAYNOR**

**Happy Anniversary**

Released thru UNITED ARTISTS

**THEATRE**

2 Cols. x 14 Lines—28 Lines (2 Inches)  
Both on Mat 201

# SPECIAL MAT No. 1

## HOW TO BE HAPPY THOUGH MARRIED!

**1** Your parents told  
you about the days...  
but they forgot  
the nights...



Discover  
the  
two steps  
to  
marital  
bliss  
this  
easy,  
hilarious  
way!

**2** In marriage you  
have to give a  
little... take a  
little... live  
a little!



**DAVID NIVEN MITZI GAYNOR**

FIELD PRODUCTIONS Presents

**Happy  
Anniversary**

CO-STARRING CARL REINER · LORING SMITH · MONIQUE VAN VOOREN · PHYLLIS POVAH and PATTY DUKE  
Screenplay by JOSEPH FIELDS and JEROME CHODOROV · Based on their play Anniversary Waltz · Music by ROBERT ALLEN  
Songs "I Don't Regret A Thing" and "Happy Anniversary" · Lyrics by AL STELMAN · A Fields Productions, Inc. Presentation  
Released thru UNITED ARTISTS

Directed by DAVID MILLER  
Produced by RALPH FIELDS

**SIN\*ASCOPE**

**THEATRE**

2 Cols. x 70 Lines—140 Lines (10 Inches)

Mat 203



*Still HA-4* *Mat 2F*  
"Happy Anniversary," the new arrival at the .....  
Theatre, deals in hilariously frank fashion with the subject  
of pre-marital relationships. Starring roles in this sexy, sly  
adaptation of the hit Broadway play are performed by David  
Niven and Mitzi Gaynor, seen here with Carl Reiner and  
Monique Van Vooren.

A motion picture dedicated to  
*the proposition!!!*

...and the  
hilarious  
results when  
the bride-to-be  
says "I do!"



**DAVID NIVEN  
MITZI GAYNOR**

**Happy Anniversary**

Released thru UNITED ARTISTS

**THEATRE**

**SIN\*ASCOPE**  
THE FIRST COMEDY  
FILMED IN  
THE MOST EXCITING  
PROCESS EVER INVENTED

2 Cols. x 49 Lines—98 Lines (7 Inches)

Mat 202

All on one mat at a special low price at your National Screen Exchange



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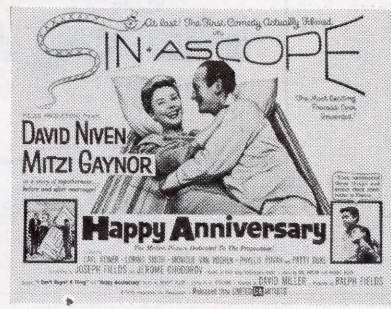


SET OF 8—11 x 14 LOBBY CARDS

# LOBBIES



SET OF 2—22 x 28 LOBBY CARDS



14 x 36  
INSERT CARD



WINDOW CARD



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Wisconsin Center for Film and Theater Research,  
with support from Richard Koszarski.**



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FOR FILM & THEATER RESEARCH

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